

**Summary of Tobacco and Health Trust Funded Contracts  
As of October 1, 2018**

**State and Community Interventions**

*Funded under FY 2015 Board Recommended Disbursement  
(Funded under RFP 2015-0904)*

**Community Mental Health Affiliates (CMHA) \$ 194,000**

Contract #2016-0122-1 was executed 10/19/2016 for the period of 12/1/2015-12/31/2018

Service Area – Berlin, Bristol, New Britain, Plainville, Southington and Plymouth

*CMHA will oversee the development of a ‘Photovoice’ Project involving youth in their service area who will use photography as a means for portraying youth tobacco use in their community, for developing messages to prevent the onset of tobacco use among their peers, and for identifying policies and laws in their community that need to change to further reduce youth initiation of tobacco use. They will also develop an anti-tobacco community media campaign that will create public service messages to discourage youth tobacco use and publicizing where to get help to stop smoking, and conduct outreach to tobacco merchants who may be selling tobacco products to minors.*

CMHA held a kick-off event with youth and adult advisors to restart the project on January 20, 2018 after staff turnover. Representatives from the American Lung Association, American Heart/Stroke Association, and the American Cancer Society presented on youth engagement and advocacy, and youth from the CMHA groups shared their views about Tobacco 21, other prevention policies, and experiences about tobacco use (especially vaping) in their schools/communities. Youth from three local prevention councils participated in a Tobacco 21 event at the state capitol in late March, and met with state representatives to discuss their thoughts about the benefits of increasing the age for the sale of tobacco products to 21 years old. Three of the groups have developed public service announcements, which will be used for campaigns and presentations within their communities. These ads were also submitted to the Department of Mental Health and Addiction Services’ National Prevention Week contest.



**Connecticut Alliance of Boys and Girls Clubs \$ 472,218**

Contract Log #2016-0123-1 was executed 12/12/16 and will run until 1/31/2019

Service Area – Communities served by the 18 local Boys and Girls Clubs statewide (complete list on attachment). The program is currently being implemented in 16 Boys and Girls Clubs statewide, and one of the clubs provides programs in two communities: Bridgeport and Southport. Due to state funding issues the CT Juvenile Training School in Middletown is not participating.

*The Connecticut Alliance of Boys and Girls Clubs works with 50,000 youth, ages 6 to 18 in 37 towns and cities across Connecticut during after school and summer hours. This youth prevention program will include developing a total of 350 teen youth leaders led by a Program Coordinator and a Teen Youth Advisor in each Club to be ambassadors for healthy living and to impact policy in their communities. Participating youth will conduct activities in their community that assess youth access to tobacco retailers and merchants, decrease tobacco industry advertising, messaging and sponsorship, identify tobacco use in movies and entertainment and promote tobacco-free space and place policies. Youth will develop anti-tobacco industry messaging and organize events that bring community, state and local partners together to raise awareness.*

The youth leadership clubs continue to meet to plan and conduct community events. Adult staff members of the local clubs provided training on conducting store assessments for their youth participants. Youth leadership club members and adult leaders from 11 clubs conducted 49 store assessments. Several of the clubs used the store assessment experience as a springboard for discussions on the impact of tobacco advertising, availability, and accessibility in their neighborhoods.

Members of the youth leadership clubs prepared essays and posters about the benefits of increasing the legal age for the sale of tobacco products to age 21, and teens from at least seven of the clubs participated in a Tobacco 21 event and press conference at the State Capitol at the end of March 2018 and presented “21 Reasons Why” increasing the legal sale age would help to prevent youth tobacco use.

In addition, a statewide partnership is being developed with the Northeast Medical Group who will display Tobacco 21 messages on screens in their member offices. Clubs have developed local partnerships within their communities that include local sports teams, health departments, police departments, and colleges in order to provide resources, volunteers and collaboration on community events.

Club members have participated in and provided anti-tobacco messaging at over 25 events in their communities and clubs. Several of the Clubs are working on tobacco free policies for the properties where their club buildings are located and/or getting signs posted that the property is tobacco free.

The clubs also received training on vaping in order to update their curriculums before scheduling their fall activities.

**EdAdvance**

\$ 269,759

Contract Log Number 2016-0117-1 was executed on November 21, 2016 for the Contract Period of 12/1/2015-12/31/2018 and is in the process of being extended until 6/30/2019.

Service Area –Barkhamsted, Canaan, Colebrook, Cornwall, Goshen, Hartland, Kent, Litchfield, Morris, New Hartford, Norfolk, North Canaan, Salisbury, Sharon, Torrington, Warren, Winchester; Northwestern Connecticut Community College

*EdAdvance (formerly Education Connection) will provide leadership and training of youth and teen advocates to implement digital and social media and marketing tobacco use prevention campaigns. They will collaborate with community-based coalitions, elected officials, and key community stakeholders to develop policies to restrict access to tobacco products by youth and to achieve voluntary adoption of*

*policies that limit or ban tobacco product advertisements in merchant store fronts and at check-out counters, as well as eliminating tobacco sponsorship of youth events, equipment and programs. EdAdvance will lead its partners to build student/young adult advocacy capacity, develop an infrastructure of support with campus administrators and decision makers, and promote campus-wide tobacco-free messaging and systemic policy change to advocate for tobacco free living.*

EdAdvance has convened an Advisory Council, the Northwest CT Partnership and Advisory Council, that consists of partner agencies that provide youth-based services in the northwest area of the state. The Advisory Council will assist in the fulfillment of activities of the contract by providing guidance on activities, including process and outcome evaluation activities for continuous project improvement.

In January 2018, 14 students from the Cornwall Consolidated School invited their local Selectman to their club meeting in order to show Mr. Ridgway their tobacco prevention efforts and discuss the need for tobacco free signage in the town's parks. Mr. Ridgway applauded their efforts and said that signage at the parks would be discussed at the next town meeting; the signage was in fact discussed and accepted at the town meeting.

Thirty-six youth from the Northwestern CT Partnership for Tobacco Free Communities were also trained in how to write an "elevator speech" about key messages for supporting policy changes. They were able to practice on the Tobacco 21 initiative and were given the opportunity to discuss their personal reasons for supporting an increase in the legal age of sale for tobacco products to age 21.

Over 25 youth attended an Advocacy Day at the State Capitol in March; students met with Representative Michele Cook and other legislative aides in an official committee room and presented their ideas; Representative Cook provided an opportunity for students to read the 5-minute speeches that they had prepared. Students then spoke to state representatives about why they supported the tobacco 21 initiative and what activities they have been doing.

A new partner was added to the Advisory Council representing the CT Chapter of the American Academy of Pediatrics, who is especially interested in addressing the problem of vaping in schools.

The Northwestern CT Partnership for Tobacco Free Communities trained 85 youth on Store Assessment Scans and completed 20 store assessments. About 80 youth were trained on conducting public opinion and leadership surveys and conducted a combined 502 surveys. 31 youth were trained on becoming Tobacco Free Advocates.

The CT Health Occupations Student Association (CT HOSA), which is an international student organization recognized by the U.S. Department of Education and the Health Science Education Division, will be a sponsor of the Youth Summit scheduled during the fall of 2018. This conference will highlight youth advocates providing training to youth leaders on how to better engage and work with youth on systems and policy change activities.

**Southern CT State University (SCSU)**

\$ 235,496

MOA Log 2016-0118-1 was executed on October 12, 2016 for the period of 12/1/2015-12/31/2018 and has been amended to run until 6/30/2019.

*SCSU will train, support and empower anti-tobacco advocates (Tobacco-Free Ambassadors, or TFAs). These TFA's will engage and mobilize their peers through campus community outreach and education, conducting demonstrations and events with a focus on preventing the initiation of tobacco use among non-smokers and peer-referrals to on campus cessation services for current tobacco users. They will also conduct exchange events where incentives will be provided to students for handing in tobacco products to promote and enforce the tobacco free campus policy. SCSU will provide technical assistance and training to four other colleges and universities within Connecticut to assist them in developing and implementing tobacco free campus policies. The Health and Wellness Center will offer enhanced onsite cessation services for both students and staff.*

Southern CT State University trained eight (8) tobacco free ambassadors (TFA) who have conducted 66 tobacco free campus events which were attended by over 1,700 students, faculty and staff. They have fully implemented the 100% Tobacco Free campus policy with very limited enforcement necessary by TFA's for those using tobacco products on campus grounds.

The third Tobacco-Free Campus Partners conference was held on January 11, 2018 at Central Connecticut State University with over 30 faculty, staff, and administrators in attendance from several higher education institutions throughout the state, as well as representatives from youth-based organizations. The conference included a panel discussion with the campus Tobacco Free Ambassadors on their experiences, successes, and challenges faced while implementing the Tobacco Free campus policy; and two researchers and a doctor from Yale New-Haven Hospital that presented on the use of alternative tobacco products. The final conference will be held in November of 2018 where topics will be focused on vaping and the explosion in the use of JUUL products, as well as success stories of other colleges and universities who are implementing their own Tobacco Free campus policies.

SCSU will be focusing on providing technical assistance to other colleges and universities on their efforts for establishing a tobacco free policy. Their four sub-contractors are now Central CT State University, Western CT State University, Northwestern Community College, and Sacred Heart University. These four schools will also be receiving funding to purchase signage, offer cessation services, and assist with policy implementation. Technical assistance only is being provided to two additional schools; Fairfield University and Housatonic Community College who are working on tobacco free policy implementation.

Due to the dropout of two of the initial subcontractors and the ability to provide additional technical assistance to other schools, DPH is working to extend this MOA with SCSU for a six month period. The next statewide conference will be held on the Storrs Campus of the University of Connecticut and will be held on November 16, 2018. Each school that has adopted a policy will be included in a panel discussion.



*Funded under 2016 Board Recommended Disbursement  
(Funded under RFP 2016-0905)*

**EdAdvance** \$ 284,615

Contract Log No. 2018-0097 was executed on 11/1/2017 and will be in place for the period through 12/31/2019.

*This award provides funding for EdAdvance to expand their current efforts and activities into an additional six towns in Northwest Connecticut: Bethel, Brookfield, Danbury, New Fairfield, New Milford, and Newtown. These six towns will be doing activities similar to the current contract in place for the Northwest Initiative.*

Seventy-four youth from the Western CT Alliance for Tobacco Free Communities received training on the Tobacco 21 initiative and were also trained in how to write an "elevator speech" about key messages for a policy change campaign. They were able to practice on the Tobacco 21 initiative and were given the opportunity to discuss their personal reasons for supporting increasing the legal age of sale of tobacco products to age 21.

The Western CT Alliance for Tobacco Free Communities trained 46 youth on how to conduct Store Assessment Visits. The Program Coordinator explained to students what type of products to be on the lookout for while conducting assessments, and how to complete the assessment step by step. Youth were also directed on how to conduct themselves in a public place, and what to do if a store worker were to approach them. 11 store assessments were conducted and more are underway.

EdAdvance has also partnered with CT Health Occupations Student Association (CT HOSA), which is an international student organization recognized by the U.S. Department of Education and the Health Science Education Division. The HOSA mission is to promote career opportunities in the health care industry and to enhance the delivery of quality health care to all people. CT HOSA will be a sponsor of the Youth Summit in the fall of 2018, there members will be invited to attend to maximize reach and impact of youth leadership education and skill building. That conference is scheduled for November 16, 2018.

**Rescue Agency** \$ 210,000

Contract Log No. 2018-0004 is executed for the period of 12/31/2017-12/31/2019

The RESCUE Agency will continue to host events that incorporate role models and spokespersons with the 'Alternative' peer crowd teens in Connecticut at various venues, especially during concerts. Alternative teens will be enlisted to support the Blacklist anti-industry messaging and will be onsite for events and promotions. These teens will also share information through social media that will include Facebook, Twitter and Instagram. This is years two and three of the Blacklist Campaign that began in Year 1 as a portion of the Mass Reach Health Communications campaign funded under RFP 2015-0904.

Although they have had some difficulty working with concert promoters in CT for the desired in-person events, they continue to develop and grow an online presence with developed messages that include videos and requests for feedback with the campaign.

RESCUE is planning in-state events seven of the next twelve months and three online campaigns will be created and shared.

Their June-July 2018 campaign had a main message about the tobacco industry targeting those with mental illness and included a video and online activities.

### FLAGSHIP VIDEO ENGAGEMENT

Popular Alt influencers continue to be the best messengers to communicate the tobacco-free message for this audience. Their **involvement** not only drives **message comprehension** through video views but also **engagement**.

**53k Views**  
**927 Reactions**  
**30 Shares**  
**16 Comments**




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### VALUES OVER TOBACCO RESONATES f

**Majority of Engagement** occurred when the audience received messaging that positioned their values over tobacco. GIFs continue to be well received by the peer crowd.



**87k Views**  
41 Reactions



**106 Reactions**  
12k Views


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## Mass Reach Health Communications

*Funded under 2015 Board Recommended Disbursement  
(Funded under RFP 2015-0904)*

### **Rescue Agency**

**\$385,650**

This contract with the RESCUE agency expired on June 30, 2018.

RESCUE developed the new 'brand' for the CT Quitline and cessation services called "Commit to Quit" with a website, ads, and promotional materials that were developed and distributed under this name. The two ads developed and released have drawn additional callers to the Quitline and online registrations increased as well. RESCUE identified some areas that could be streamlined or corrected through the Quitline enrollment process and has worked with the Quitline to improve their experiences.

The website and campaign materials and videos continue to be available on [www.CommitToQuitCT.com](http://www.CommitToQuitCT.com). The statewide response to this campaign has been positive and over 1,000 members have signed up for continuing information from the campaign. Monthly tips and messages are shared in order to encourage more callers to work with the Quitline to quit. Messaging continues to highlight that there are options available so you can find the right fit for you.



The Blacklist Initiative is an online and events-based youth prevention initiative designed exclusively for teens who continue to smoke, specifically targeting Alternative teens. The last message package "Just the Facts" aired from April 4 to May 2, 2018, and the intent was to raise awareness about the tobacco industry's testing on animals. A wide variety of digital content was developed and used and partnership with a popular band was incorporated into this activity.

# Activity Summary



<p><b>Organic Social</b></p> <p>Commented on a Blacklist's Facebook post that talked about Big Tobacco's animal testing.</p> 	<p><b>Paid Social</b></p> <p>Viewed the flagship video for "Just the Facts" while scrolling through my newsfeed.</p> 	<p><b>Website</b></p> <p>Uploaded selfie with my dog and messaging to enter to win.</p> 
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This message package shared videos and images to Facebook and Instagram to increase awareness of the industry's tests, urging the audience to provide feedback, which included posting selfies with their own dogs, and voting for their favorite posted picture.

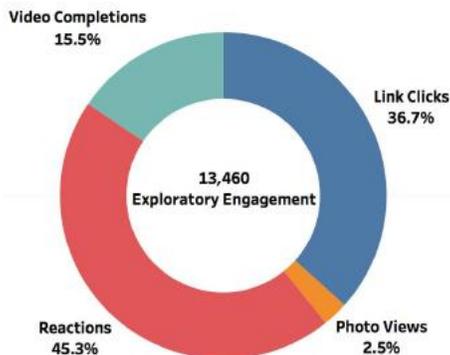
A summary of the engagement follows:

## SOCIAL MEDIA ENGAGEMENT



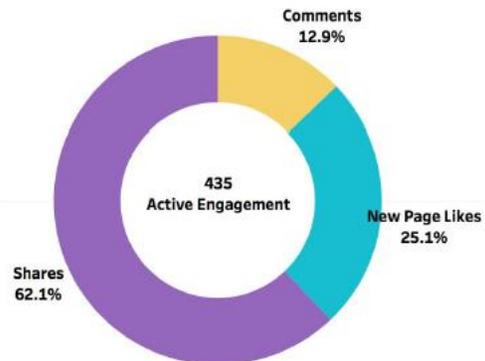
### Exploratory Engagement

→ Reactions and link clicks contributed the most to this KPI. The audience was consuming content more than they interacted with it.



### Active Engagement

→ Shares contributed to the most active engagement as the audience was asked to raise awareness and tell their friends.



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Mass Reach Health Communications, Continued

Based on the results of this latest package and the difficulty scheduling face-to-face events in Connecticut, we will continue to look for better ways to manage this campaign.

RESCUE also continues to provide technical assistance to community program contractors and developed messages for the Connecticut Tobacco 21 campaign, a policy change that would increase the legal age for the sale of tobacco products from 18 to 21 years old. This campaign topic was selected after the community programs collected public opinion surveys about a variety of tobacco policies that could be developed to help reduce youth initiation in Connecticut. Each of the youth groups then utilized these messaging and materials to educate their communities about the positive results that could be experienced towards youth prevention of tobacco use if similar policies were adopted.

*Funded under 2016 Board Recommended Disbursement  
(Funded under RFP 2016-0905)*

**Rescue Agency** **\$ 130,717**

Contract Log No. 2018-0004 has been executed and is in place for the period of 12/31/2017-12/31/2019

This award will extend the contract work of Rescue Agency for an additional two years. The contractor will continue to develop and place cessation campaign messaging through traditional and non-traditional vehicles as well as assist in message development and support for local contractors.

Focus for the next period (which began July 1, 2018) will be on cessation messaging, another Commit to Quit ad, and continued follow up for those who have signed up for additional program information.

**Cessation Interventions**

*Funded under 2014 Board Recommended Disbursement  
(Funded under RFP 2014-0902)*

**Consumer Wellness Solutions (Optum/Alere Wellbeing) - CT Quitline** **\$ 1,611,984**

Contract Number 2015-0113-2 remains in place for the period of 7/1/2014-6/30/2019. Amendment #2 was for the name change to Consumer Wellness Solutions which is now the division of Optum that operates the Quitline.

Call volume has continued at a higher level due to the CDC's "TIPS from Former Smokers" campaign as well as the Commit to Quit Campaign. The total number of enrollments for 2017 (4,588) exceeded the total number of enrollments for 2016 (3,608). The average number of registration calls per month in 2017 has increased overall since 2016: the average number of calls per month in 2016 was 301 and for 2017 the average was 382. A new Commit to Quit Campaign package launched in mid-April 2018 and ran through June 2018; in addition, the CDC launched a new TIPS Campaign on April 23 2018 which is running through October 2018. These campaigns have created more demand for Quitline services.

The Quitline saw a 250% increase in weekly calls immediately after the Commit to Quit media started airing, and there was a further jump in calls after the CDC ads began. The monthly call total for May 2018 was 573, more than triple the total of 161 for March before either of the new media campaigns began running. The Quitline has received a total of 1,709 calls from January through May 2018 of which 1,689 are tobacco users; the others are providers, proxies or the general public with questions. The next Quitline evaluation report will be submitted to DPH in the fall.

*Funded under 2015 Board Recommended Disbursement  
(Funded under RFP 2015-0904)*

**Hartford Community Mental Health Center, dba Hartford Behavioral Health (HBH)     \$140,920**

Contract 2016-0116-1 was executed 1/12/2017 and will be for the period from 12/31/2015-12/31/2018

Service Area - Andover, Avon, Berlin, Bloomfield, Bolton, Bristol, Burlington, Canton, East Granby, East Hartford, East Windsor, Ellington, Enfield, Farmington, Glastonbury, Granby, Hartford, Hebron, Kensington, Manchester, Marlborough, New Britain, Newington, Plainville, Plymouth, Rocky Hill, Simsbury, Somers, South Windsor, Southington, Stafford, Suffield, Tolland, Vernon, West Hartford, Wethersfield, Windsor, Windsor Locks

*HBH is providing tobacco use cessation treatment services including group and individual counseling programs, relapse prevention and cessation medications. All participants receive an initial 30 minute intensive counseling session and can then choose to participate in either individual or group counseling programs or both. HBH will perform outreach to area health care providers, train providers and partners, and collaborate with four community agencies to conduct tobacco cessation programming.*

The Program has served over 60 clients to date in group or individual cessation services. HBH maintains regular contact with the property managers of the Hartford Housing Authority (HHA) to offer technical assistance as they implement their smoke free housing policy as required by the US Department of Housing and Urban Development (HUD). HHA's policy was rolled out to residents in January 2018 with enforcement beginning in July 2018; HBH has been working with residents and staff who smoke to enroll in cessation services which they are offering right on-site.

HBH also developed a survey in English and Spanish which the HHA administered to approximately 1,400 residents and staff. HBH is currently offering on-site group programs at four housing complexes. Their first 'graduation' event was held in July.



HBH has also been providing outreach and training on screening and referral to health care and community agencies and worked with several organizations including the YMCA and Phillips Metropolitan CME Church (which owns a number of office properties in Hartford) on implementing smoke free campus policies. They have also conducted Tobacco 21 activities including working with the YMCA on community policy.

**Meriden Department of Health and Human Services**

**\$ 163,178**

Contract 2016-0120 is for the contract period of 12/1/2015-12/31/2017

Service Area - Meriden, Plainville, Southington, and Wallingford

*Meriden provided tobacco cessation treatment services that included group and individual counseling programs, relapse prevention and cessation medications. All participants received an initial 30-minute intensive counseling session and then chose to participate in either individual or group counseling programs or both. Services were provided to residents of Meriden, as well as Plainville, Southington, and Wallingford. Health systems change programming, including trainings for medical providers to encourage individuals to quit smoking, QUIT Clinics (Quick Useful Information about Tobacco) at businesses, housing complexes, community agencies and private clubs were also completed.*

Meriden's contract ended December 31, 2017 so they are no longer providing services.

Meriden had a total of 193 enrollments with 159 unique clients receiving cessation services. Meriden provided at least 11 trainings on tobacco use screening and referral for internal and external provider groups and conducted Quit Clinics at 16 local worksites, housing complexes and other community sites. The Program was instrumental in two major tobacco policy changes in the city of Meriden: 1) a tobacco free municipal property ordinance which prohibited the use of any tobacco product within 25' of doors, windows and air intakes of any city building and 2) a tobacco free park ordinance which prohibited use of any tobacco product in any municipal recreational area. They also assisted several other organizations in working towards tobacco free campus policies. Meriden also conducted outreach through numerous community networks and events.

**Midwestern Connecticut Council of Alcoholism (MCCA)**

**\$ 425,000**

Contract 2016-0121 is for the period of 12/1/2015-12/31/2017

Service area: Bethel, Danbury, Derby, Kent, New Milford, New Haven, Ridgefield, Sharon, Torrington, and Waterbury.

*MCCA provided tobacco cessation services that included group and individual counseling programs, relapse prevention and cessation medications. All participants received an initial 30-minute intensive counseling session and then chose to participate in either individual or group counseling programs or both. MCCA conducted in-person outreach to health care practices and social service organizations to promote screening and referral to program services, and provided technical assistance to partner agencies including AmeriCares Free Clinics, Family and Children's Aid, Mental Health Transitional Housing, Danbury High School, Naugatuck Community College and CT Institute for Communities.*

MCCA's contract ended December 2017 so they are no longer providing services.

MCCA had a total of 478 enrollments with 453 unique clients receiving cessation services in either individual or group settings. MCCA trained and has maintained eight Tobacco Treatment Specialists on site at its treatment locations. (Several smaller residential programs are served by one counselor)

Mandatory brief interventions are performed for tobacco use at intake, new coding and reminders about nicotine replacement therapies were built into their systems and have been implemented for each of its 10 treatment sites. Clients who express interest in quitting are referred directly to the on-site Tobacco Treatment Specialist.

MCCA provided 10 internal and external trainings on screening and referral and outreach to over 20 different organizations in the service area. The Program director also assisted the Naugatuck Valley Community College and a low income housing complex with developing their tobacco free policies and also worked with Danbury High School to address the rapid increase in vaping.

*Funded under 2016 Board Recommended Disbursement  
(Funded under RFP 2016-0905)*

**Uncas Health District** \$ 147,420

Contract 2018-0006 was executed 6/12/2017 for the period from 7/1/2017-6/30/2019

Service area: Bozrah, Griswold, Lebanon, Lisbon, Montville, Norwich, Salem, Sprague, and Voluntown

*Uncas Health District will provide tobacco use cessation treatment services within their service area. They will also provide: 1) outreach and training to health care providers on how to integrate the Department of Health and Human Services Clinical Practice Guidelines into clinical practice, 2) education to employers about the benefits of offering tobacco cessation services to their employees, providing health insurance coverage for tobacco use treatment services for their employees, and implementing tobacco-free worksites, 3) technical assistance to municipalities in the service area on implementation of policies for tobacco-free spaces and places, and 4) technical assistance to multi-unit housing complexes on the implementation of tobacco-free housing policies.*

Uncas has served 52 clients to date through individual and group cessation counseling services. They continue to collaborate with partners including Backus Hospital, Southeast CT Mental Health Authority, St. Vincent de Paul Place, and the Thames Valley Council for Community Action to market the program and develop referral systems. Uncas provided training for providers at United Community and Family Services (UCFS), a community health center serving the region. UCFS has incorporated tobacco use screening and referral into their clinical workflow and is now regularly referring clients to the program.

Several group cessation programs are being held at Norwich Public Housing Authority complexes to provide access to cessation services for residents and staff as that public housing authority implements its smoke free policy effective July 30 2018 (in compliance with the US Department of Housing and Urban Development [HUD] rule). Uncas continues to offer assistance to other authorities in the region as well as they move towards compliance with the HUD rule.

Cessation Interventions, Continued

**University of Connecticut-School of Pharmacy** **\$ 281,068**

Contract Number 2017-0097 was executed on June 20, 2018 for the Contract period of 5/1/2017-12/31/2019

*The University of Connecticut, School of Pharmacy (UConn) will be developing and implementing an evidence-based tobacco use cessation treatment training curriculum for pharmacists and pharmacy technicians that will include a 15-hour Accreditation Council for Pharmacy Education certificate program. A pilot program will be conducted with four Hartford-area pharmacies to conduct brief intervention counseling with patients and refer them to local in-person cessation treatment at two area health clinics (Community Health Services and Hartford Hospital's Brownstone Clinics) funded through the grant as well as the CT Quitline.*

The MOA with UCONN was executed on June 20<sup>th</sup> 2018. The contract period had already been extended to December 31, 2019 in order to allow the contractor sufficient time to complete their proposed activities and the contract reporting and payment schedules were revised accordingly.

The Project Director and another program staff member have attended the Tobacco Treatment Specialist (TTS)-Train the Trainer training at the University of Massachusetts Medical School and have become TTS Trainers. Ten staff from the partner sites; Hartford Hospital's Brownstone Clinic and Community Health Services, have completed the TTS training as well. All staff have also completed the American Lung Association's Freedom from Smoking Group facilitator Training. A Program Coordinator has been hired as well.

**Program Evaluation**

*Funded under 2015 Board Recommended Disbursement  
(Funded under RFP 2015-0904)*

**The University of North Carolina at Chapel Hill** **\$ 345,392**

Contract 2014-0105 was in place until June 30, 2018.

*The University of North Carolina at Chapel Hill is responsible for designing and implementing formative and summative evaluations that include Cessation Intervention Programs, the Tobacco Use Cessation Telephone Quitline, Mass Reach Health Communications and related media campaigns, State and Community Intervention Programs. The contractor develops and submits plans for their approach to evaluating each program component, and then prepares and submits written reports to the Department.*

During the latest reporting period; the University of North Carolina at Chapel Hill prepared a report for the two tobacco use cessation programs that ended, and they continue to work on the annual Quitline evaluation report as well as the media and mass reach health communications evaluation. They continue to collect data from all of the contracted programs in order to develop their reports and provide recommendations and technical assistance regarding data collection, program effectiveness, and best practices. Their reports are forwarded for posting on the Tobacco and Health Trust Fund webpages.

## Program Evaluation

They have also been given the 15-year retrospective report to ensure that evaluation findings and data presented are accurately portrayed before the report is finalized.

*Funded under 2016 Board Recommended Disbursement  
(Funded under RFP 2016-0905)*

**The University of North Carolina at Chapel Hill** \$ 124,625

Contract 2018-0005 was executed on August 17, 2018 for the period from 9/1/2017-6/30/2020

UNC-Chapel Hill continues to provide qualitative and quantitative independent evaluation of the trust-funded programs. They help to ensure that the evidence base is utilized in program operations, and assist with developing and complying with measurable objectives for contracted programs. They are in the process of finalizing reviews of both the Quitline and Mass Reach Health Communications programs.

## Infrastructure, Administration, and Management

*Funded under 2015 and 2016 Board Disbursements*

**Hispanic Health Council (HHC)** \$ 214,896

Contract Log #2015-0081-2 was amended March 17, 2017 for the period of 9/1/2014-3/31/2019 but ended in January 2018 when it was determined that no additional contracting or requests for proposals would be released due to the withdrawal of funding from the Tobacco and Health Trust Fund.

The Hispanic Health Council drafted the preliminary draft of the retrospective report that had been requested by the Board. The report was subsequently re-assigned for completion to the University of North Carolina at Chapel Hill in order to ensure accuracy in reporting evaluation results across all program areas.